Data and Privacy File Guides

Marketing Communications: Response

March 2019

File name

Marketing Communications Response.csv

File description

Names of the email marketing campaigns received by the individual and the recorded interactions with those email marketing campaigns.

Why Apple keeps this information

History of individuals' interactions with email marketing campaigns and to improve Apple's products and services.

Field Name	Details
Communication Name	Email marketing campaign name
Apple ID Reference Number	Apple ID is the unique identifier of the the campaign.
Response Type	Type of customer interaction with a marketing email
Response Time	Time the Response Type interaction occurred.
Application Name	This is the derived application name associated to the recorded response type.
Operating System	This is the derived Operating System associated to the recorded response type.